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# DAHLIAS AND GLADIOLUS FOR 1936



"CHARMER"

LLOYD'S  
DAHLIA  
GARDENS

RD. 1, MAYS LANDING, N. J.

Mays Landing, N. J., RD. 1  
Season, 1936

Dear Flower Friends:

To those who have purchased from us, we extend our thanks and appreciation for past favors and trust we may merit your continued patronage. To our hundreds of new friends who are sending in their names for Catalogs we believe you will find us and our stock as reliable as have others in the past. Our best asset is our satisfied friends - they tell others. Our Motto "*WHERE YOU GET WHAT YOU PAY FOR*" is very significant. We try to give you that and a little more.

Every root or plant is correctly labeled, guaranteed true to name and satisfactory to the extent of replacement with true stock, an exchange for another variety or a refund of your money - as you request. We do not substitute. All roots must show started eyes, in growing condition, before leaving our storehouse. Should a root fail to start in three weeks, please return it to us and a replacement or refund will be made immediately. If you have a complaint to make, please write us and give us a chance to adjust the matter. We also appreciate comments on the performance of varieties that are satisfactory.

Your success with roots or plants received from us depends chiefly on the care and attention you give them in your own garden. Remember nothing but weeds will grow in the garden without care and attention. Early orders will be rewarded by the better extras.

Our description of color and form of flower is taken, where possible, from that of the originator. Bush heights and flower sizes are given as they grow for us - without forcing. Most of the larger flowers when disbudded and fed for exhibition purposes grow much larger than the size we give.

We do not claim to know all about Dahlias and Gladiolus but will do our best to answer any questions you may send in.

With all good wishes for the best blooming season you have ever had, we are,

Very truly yours,

LLOYD'S DAHLIA GARDENS.

Raymond C. Lloyd.

# New Dahlias for 1936

We are pleased to offer for your 1936 garden several new introductions which have been tested in various parts of the country.

We ship liberal honest root divisions, which are guaranteed to grow or propagate, when planted as received. We positively will not replace or refund on any root division which has been sub-divided by the purchaser. Our plants grow and produce.

**FORM OF FLOWER** — FD -- Formal Decorative. ID -- Informal Decorative. C -- Cactus. SC -- Semi Cactus. IC -- Incurved Cactus.

**FLOWER SIZE — ACROSS AND DEPTH.** -- Given in inches. **BUSH HEIGHT** — Given in feet.

Every root or plant correctly labeled.

**QUANTITY DISCOUNTS.** Three roots or plants, one variety - less 10%. Six roots or plants, one variety - less 20%. Ten roots or plants, one variety - less 25%.

The above quantity discounts do not apply to special offers or collections, and are based on retail prices only.

**Terms:** Cash or equivalent with order.

Shipments in cold weather will be made via Express, heavily packed against freezing.

**BOBBIE DEANE.** (H. L. Smith-Lloyd's Dahlia Gardens.) 1936. FD., 5-7 ins. x 4-5 ins. deep; 5-6 ft. tall. At the American Dahlia Society Trial Grounds, East Lansing, Mich. where it received a Certificate of Merit, 1935 (Scoring 85) this dahlia is described as maize yellow overlaid geranium pink. The general appearance here is on the yellow orange shades overlaid with a glistening sheen of pink. A formal decorative, of medium size, which follows one of its parents in producing a typical Jersey's Beauty type of flower, plant and foliage. (Picture of Cavalcade could well be used to represent Bobbie Deane as it blooms for us.) Strong, vigorous, healthy, insect resistant plant producing its flowers freely and coming into bloom about the same time as Jersey's Beauty for us. Does equally well in the open field or under irrigation. We have yet to see a stunt or poor flower. The only noticeable result of overfeeding here, has been to force the plant to grow seven feet or more in height and to cause part of the normally side facing flowers to bloom on top of the long, strong, stiff, medium to slender stem without materially increasing the size of the flowers. Good root maker and propagator.

An excellent commercial preferred by our retail florists for its pleasing color and extra keeping qualities. Tested in New Jersey, Connecticut, Michigan and Washington. We believe it will pay you to get an early start on such a beautiful and useful dahlia.

Root \$10.00

Plant \$5.00



**CHARMER.** (Lloyd's Dahlia Gardens) 1936. ID, 10-12 ins. x 5 ins. deep; 5-6 ft. tall. Zinc orange around center, then petals of Apricot yellow, blending to maize yellow. The entire flower is overlaid with a lovely sheen of apricot yellow that glistens and reflects in the sunlight.

Those who have grown and admired Jane Cowl will surely love, even more, this offspring of that famous dahlia. While the color somewhat resembles one of the occasional light shaded blooms of Cowl, Charmer throughout the season, maintains its pleasing color which we have never seen marred by even a trace of dark flushes or streaks.

Naturally large blooms are held facing on long stiff but not too heavy or too light stems. The numerous long curled petals twist in a most enhancing manner and when fully open on the bush the back petals nearly touch the stem.

The plant growth is ideal - strong, vigorous and rugged even under averse conditions. We grew it five feet tall back on the high spot in our field with only rains of summer for moisture. Under irrigation it grew six to seven feet high and was among the earliest to produce exhibition blooms which were continuous till frost. Leathery dark green insect resistant foliage adds to the beauty of this charming dahlia. Good root maker and propagator.

Disbudded for four to six blooms, will produce exhibition flowers. We disbuds for eight to twelve blooms to the plant for florists use and for our own retail stand in front of the gardens where Charmer keeps fresh much longer than will its illustrious parent under the same conditions.

Received certificate of Merit (Scoring 85) at the American Dahlia Society Trial Grounds at Storrs, Conn., 1934. Scored 86 at the Ohio Valley Dahlia Association Trial Grounds, Fleischmann Botanical Gardens, Cincinnati, Ohio, 1935. Attracted much

attention in 1935 at the New York Botanical Gardens, (Bronx) New York City where it was grown among dahlias from all over the world, in Director Howe's famous Dahlia Border.

Tested and made good in New Jersey, New York, Connecticut, Virginia, Michigan, Ohio and Washington.

We feel sure that a dahlia which has made good in the different soils and climatic conditions encountered in these widely scattered states will certainly prove a welcome and reliable addition to your garden.

Root \$10.00

Plant \$5.00

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## 1936 Introductions of Other Growers

**CLARA CARDER.** (Kemp) 1936. ID. 10-12 ins. x 5 ins. deep. Bush 4-4½ ft. Almost a border line dahlia between formal and informal decorative. Color, a cyclamen pink with flush of yellow at the base that lights the entire flower. Blooms are produced in great profusion from early season till cut down by frost. Very good stems make this dahlia ideal for staging at shows or for decorative purposes. First prize in the undisseminated seedling class at the 1935 Detroit and Michigan state shows. Honor Roll.

Root \$10.00

Plant \$5.00

**DAUGHTER OF VENUS.** (Deland) 1936. ID. 7-9 ins., 4-4½ ins. deep; 5-6 ft. tall. Another border line type being informal decorative to semi-cactus. Its given color is rosy mauve with center petals of a delicate orchid which gives it unusual beauty either in day or artificial light. Profuse bloomer with long stiff stems. Never shown in competition but exhibited at the 1935 Mid-West Dahlia Show, where it was a center of attraction. Honor Roll.

Roots \$10.00

Plants \$5.00

**GENEVA BEAUTY.** (Geer) 1935. FD. 8-10½ ins. x 5-6½ ins. deep; 5-6 ft. tall. Nopal red with darker center. Blooms early and freely on long stiff stems continuing till frost. Flowers are 10 to 15 inches above the small, open, insect resistant foliage. Keeps very well when cut. Although a very limited quantity of this dahlia was sold late in 1935 it can be treated as a new introduction. Honor Roll.

Root \$7.50

Plant \$3.75

**GEORGE WASHINGTON.** (Sutcliff-Parella). 1936. ID, 5-6 ft. tall. Deep rose pink with some petals tipped silver. Color deepens at base of petals. Large flower of fine formation somewhat resembling Sharazad but more refined. Good stems and bush growth. A great dahlia named in honor of the Father of our Country. Honor Roll.

Root \$10.00

Plant \$5.00

**GIANT DEVIL DOG.** (Almy). 1936. ID. 10-11 ins. x 6 ins., deep; 6 ft. tall. A rich purplish red. This giant has been grown eight feet tall and cut with six foot stems in Rhode Island. In class with Murphys Masterpiece for size but better stems.

Roots ..... Plant \$5.00

**GOLDEN MONARCH.** (Almy) 1936. ID. 10-11 ins.; 3½-4 ft. Golden yellow suffused orange buff. A medium height bush producing freely huge full centered blooms. The originator claims this variety will produce more huge blooms than any other yellow with possible exception of his Lord of Autumn.

Root \$10.00 Plant \$5.00

**JUMBO SATAN** (Almy) 1936. ID. 11-12 ins.; 6 ft. Deep red center slightly darker at edge. Reverse of petals ivory white. Numerous petaloids of same color on inside of wide main petals. Giant blooms on stems five or more feet long.

Root ..... Plant \$7.50

**MARGRACE.** (Bissell) 1936. 8-11 ins., 4-7 ins. deep. 4½-5 ft. high. Brilliant scarlet, tipped and striped gold. In hot weather the gold is not so prominent. Large full centered blooms held well on long stiff stems. Made about the best record of the year. At the Mid-West Show at Cleveland it won first in the Informal Decorative Class; sweepstakes in the Seedling Classes, and first in the Informal Decorative Class at the Michigan State Show. Outstanding at the Bronx Park, N. Y. and the trials grounds at Fairmont, West Virginia. Certificate of Merit at both Storrs, Conn. and East Lansing, Michigan. Honor Roll.

Root ..... Plant \$5.00

**MIRIAM HOPKINS** (Cordes) 1936. SC. 10-13 ins., 5-8 ins. deep; 5-6 ft. tall. Color is a combination of salmon, rose and orange, which gives a general effect of coppery orange. A seedling of Amelia Earhart, more loose in formation, much stronger grower with flowers of greater substance. Early and prolific bloomer on long, strong stems. Good keeper. Winner as most perfect bloom at Los Angeles Show, 1935. Honor Roll.

Root \$10.00 Plant \$5.00

**MRS. ALFRED T. BUNYARD.** (Badetty Bros.) 1936. FD. 5-7 ins., 5 ft. Its deep, rich yellow color together with perfection of type, excellent stem and attractive foliage place it in a class by itself for the show room and for decorative purposes. Thrifty grower blooming freely from early season till frost. Awarded first in the undesignated dahlia, medium size. class at the 1935 A. D. S. Show in New York. Honor Roll.

Root \$5.00 Plant \$2.50

**MRS. HERBERT O'CONNOR.** (Berwick-Dahliadel) 1936. IC. 9 ins. - 5 ins. deep; 5½ ft. tall. A heavily petaled flower of bright rose pink deepening to darker rose pink at center, with a base of golden tan. It is a tall growing plant producing its flowers on long stems. Blooms early and continuous throughout the season with perfect flowers. Honor Roll.

Root ..... Plant \$5.00

**PRIDE OF AUSTINBURG.** (Strassen) 1936. ID 9-12 ins. Bush 4½-5 ft. A giant informal decorative. Color, a grenadine pink suffused light yellow. Center and reverse rich rose. Strong, open plant growth, with long cane-like stems, requiring a minimum of disbudding. A profuse bloomer with flowers averaging more than ten inches throughout the season. Certificates of Merit at both East Lansing and Storrs. Highest score, 87, of all dahlias at Storrs in 1935. Honor Roll.

Roots \$10.00 Plant \$5.00

**RED VICTOR.** (Strasen) 1936. ID. 9-12 ins., 4½-5 ft. Unusual shade of rose red, and under artificial light is a sparkling, brilliant flower. Clean, strong bush growth producing flowers profusely throughout the season. Honor Roll.

Root \$10.00 Plant \$5.00

**ROXBURY'S IDEAL** (Dane) 1936. FD. 8½-10½ ins., 4½ ft. Color, true pink. A compact flower of commercial type, eight to nine inches to first leaf bracket. Side facing blooms borne freely on heavy, dark green, insect resistant plant. Tested in Kentucky, New Jersey, Wisconsin, California and Michigan. Good reports from all sections. Honor Roll.

Root \$7.50 Plant \$3.75

**ROYAL PURCHASE.** (Salem D. G.) 1936. IC. 10-11½ ins., 4½ ft. Yellow with outer petals suffused pink. This large incurved cactus is full and deep with petals which twist and turn giving the blooms a pleasing shaggy appearance. Flowers held high out of clean foliage on long straight stems. Winner of blue ribbons at Chicago and New York Shows. Honor Roll.

Root \$15.00 Plant \$7.50

**SALEM STREAMLINE.** (Salem D. G.) 1936. ID. 10-11 ins., 5-6 ft. A very attractive color being a beautiful old rose suffused carmine rose. The bloom is full with an unusually high center and petals which fold back almost to the long straight stem. A genuine streamlined dahlia. Tall bush with dark green, insect resistant foliage. Honor Roll.

Root ..... Plant \$7.50

**TREASURE CHEST.** (Dahliadel) 1936. SC. 8½ ins. 6 ins. deep; 4 ft. Soft golden yellow lightly suffused coral red, giving a general impression of apricot on the outside of the flower shading to a light orange gold at the center. For sheer beauty and perfection this is an outstanding dahlia in the garden in an artistic arrangement or as a cut flower. An early and profuse bloomer producing perfect blooms throughout the season. Flowers continue to develop after cutting and keep very well. Honor Roll.

Root ..... Plant \$5.00

**YOUTH.** (Parella) 1936. ID. 6-8 ins., 5-6 ft. Color, American Beauty shading to magenta towards center, tipped white. An unusual and very pleasing color. A fine commercial variety of medium size, keeping very well.

Honor Roll.

Roots \$5.00 Plant \$2.50

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## General List

**ADIRONDACK SUNSET** (Cackener-Parkway). 1935, ID. 5-6 ft. A vivid scarlet shading to a bright canary yellow at base of petals, which are long and broad, twisting at the ends to show the gold reverse. The three colors blending harmoniously give the large flowers striking sunset shades. Blooms held facing on long stiff stems, well above the insect resistant foliage. Winner of popular vote contest at the Bronx Botanical Gardens, New York City in October, 1934. On Honor Roll.

Root \$5.00 Plant \$2.50

**ANNA BENEDICT** (Benedict-Dahliadel). 1935, ID, 5½ ft., 9 ins. diameter, 5 ins. deep. Rich deep garnet with black shadings and shadows at center of the bloom. Plants are a picture of health. The straight stems carry the full centered blooms always erect and facing even in hot or wet weather. A red whose color does not fade in brightest sunshine. Earned the highest score - 86.6 in 1934 at the trial grounds of the American Dahlia Society at Storrs, Conn. Keeps very well on the bush or after cutting. Honor Roll.

Root \$5.00 Plant \$2.50

**ARELDA LLOYD**, 1934, ID, 5 ft., 10 x 6 ins. A soft, deep yellow, slightly flushed with apple blossom pink with pink veining on the reverse of petals, which sometimes fold back to the stem. Blooms held facing or slightly up on good stems. It has all the good growing and blooming habits of its parent Jane Cowl, of which it is a root sport. Received the highest score 87 at the American Dahlia Society's trial grounds at Storrs, Conn. in 1933. 86 at East Lansing 1934.

Root \$4.00 Plant \$2.00

**BETTE DAVIS** (Cordes-Eastman). 1935, SC., 5½ ft., 9 x 5 ins. Bright, deep violet rose with slightly darker center. The splendidly formed Semi-Cactus blooms are full centered and held facing or up on long stems. Prolific bloomer and fine keeper. Achievement Medal winner and Honor Roll Dahlia.

Root \$5.00 Plant \$2.50

**BUCKEYE QUEEN** (Golden Rule). 1935, FD, 5 ft., 10 x 6 ins. A clear lavender or mallow pink holding its color well in the sunlight. The large deep blooms, always full centered, are held facing on good stems. A lavender formal decorative that fills a place almost vacant in the list of exhibition dahlias. Keeps very well. Pictured in the Flower Grower among others on Dr. Marshall Howe's Honor Roll, 1935.

Root \$4.00

Plant \$2.00

**BETTY COLTER.** ID, 5 ft., 8-10 ins. Light salmon red shading to old rose at base of the long rolled petals. Clean bush growth.

Root \$1.00

Plant .....



**CAVALCADE** (Groll-Dahliadel). 1935, FD, 5-6 ft., 8 x 5 ins. A beautiful shade of old rose or mulberry pink. The form of the blooms and the stems closely resemble Jersey's Beauty with the flowers much larger and several shades deeper in color. Excellent keeper and good root maker. On D. O. Eldredge's Mid West Dahlia News Honor Roll, 1935.

Root \$5.00

Plant \$2.50

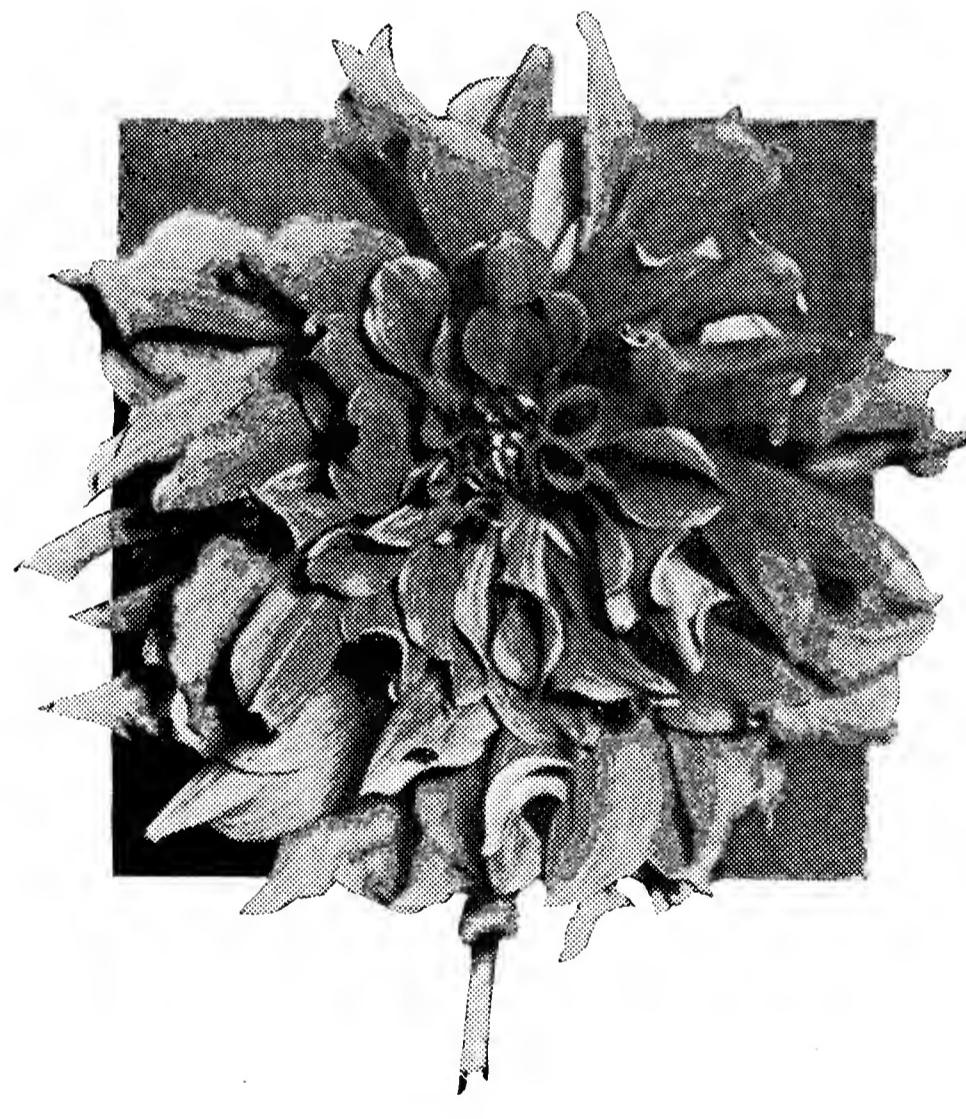
**DAD SMITH.** (H. L. Smiths-Lloyds Dahlia Gardens) 1935.

FD. 5-7 ins. x 4-5 ins. deep; 4½-5½ ft. tall. If you can imagine a Jersey's Beauty with petals colored a pleasing combination of bright red, edged deep yellow, you have a mental picture of Dad Smith. (The picture of Cavalcade could also be used to represent Dad Smith. Petals of Dad Smith are longer and more narrow.) Blooms early, always facing or slightly up on slender, cane stiff stems. Its exceptional keeping qualities make it one of the best basket exhibition and florist dahlias. Made good in both east and west. Good propagator and root maker.

Last year we commented on this dahlia - "Not the largest, but will win in arrangement and best keeper classes." In 1935, won Sweepstakes basket classes in the Olympia and Tacoma, Wash. shows. Two Sweepstakes in basket classes in Holland.

Root \$4.00

Plant \$2.00



**DADDY KEMP** (Kemp). 1935, ID, 5-6 ft., 10 x 6 ins. A

rich purplish red that has been grown 14 x 7 ins. deep. The plants are of good growth, many branched and prolific of bloom. For exhibition blooms it should be grown with not over four canes to the plant to insure good stems. The great size and weight of the blooms may cause the flowers to be pendulant under unfavorable conditions.

Honor Roll.

Root \$5.00

Plant \$2.50

**DWIGHT W. MORROW**, ID, 5 ft., 8-12 ins., 5-9 ins. deep.  
Rich dark velvety red. A red very much admired by everyone.

Root \$1.50

Plant 75c

**EAGLE ROCK FANTASY**, ID, 5-6 ft., 8-12 ins. Mallow pink shaded silver. Flowers of splendid form held facing on long strong stems. Petals notched at tips.

Root \$1.50

Plant 75c

**EDNA FERBER**, SC, 5 ft., 8-10 ins. Coral and gold. A very good semi-cactus.

Root 50c

Plant .....

**ELINOR M. RADELL**, ID, 5 ft., 8-9 ins. Violet rose with darker shadings and yellow at base of petals. Good growth and good keeper.

Root \$2.00

Plant \$1.00



**FOREST FIRE** (Dahlia del). 1935, ID, 4½ ft., 10 x 6 ins. A distinct lemon yellow for about one-third the length of the petals, then shaded to rich scarlet toward the tips enhanced by clear yellow petaloids. Should be pinched twice. This will add to the length of the stem and keep the blooms well above the foliage. Attracted crowds wherever displayed. American Dahlia Society certificate of Merit at Storrs, Conn. where it scored 85.5 and at East Lansing, Michigan, scored 85. Honor Roll.

Root \$5.00

Plant \$2.50

**FRAU O. BRACHT**, SC, 5 ft., 6-8 ins. A light yellow straight petaled cactus.

Root \$1.50

Plant 75c

**FULL MOON**, FD, 4½ ft., 8-11 ins. Large regularly formed flower with wide petals curling back to stem. Always upright.

Root \$2.00

Plant \$1.00

**GIRL OF HILLCREST**, ID, 5 ft., 8-10 ins. Apricot buff or mikado orange. Clean growth, free bloomer.

Root 75c

Plant .....

**GOLDEN GOBLIN**, FD, 5 ft., 8-10 ins. Rich gold. Perfect flower, stem and foliage.

Root 75c

Plant .....

**GOOD NIGHT**, ID, 5 ft. 10 ins. Very dark red or oxblood red shaded maroon. Free bloomer on good stems.

Root 75c

Plant .....

**GOOD WILL**, SC, 5 ft., 8-9 ins. Shell pink shading to cream at center. Well formed semi-cactus blooms.

Root \$3.00

Plant \$1.50

**GRACE CURLING**, ID, 5 ft., 6-8 ins. Bright lavender or lilac, showing white at base of the curled and notched petals. Keeps very well.

Root 75c

Plant .....

**GRAF ZEPPELIN**, FD, 6 ft., 6-8 ins. Pure white. Our best white, early or late. One of the tallest in the field. Blooms facing or slightly up on one of the best stems in existence. Due to its extra good keeping qualities many of our customers call it their white Jersey's Beauty. Let grow to 4 ft. in height. Pinch out top.

Root 75c

Plant .....

**HONOR BRIGHT**, 1934. FD, 5 ft., 8-9 ins. This well formed flower is self color peach red to light jasper red, which at the end of the season changes to deep orange. A good keeper that blooms facing on long strong stems.

Root \$1.50

Plant 75c

**HUNT'S VELVET WONDER**. (Hunt-Burnett Bros.) ID. 9-12 ins., 6 ins. deep; 4½-5½ ft. Violet purple blending to true purple. Attractive, full centered, broad petaled blooms of good depth are facing or slightly up on stiff stems. Foliage heavy and insect resistant. Achievement Medal winner at New York, 1935.

Root \$7.50

Plant \$3.75

**JAMES KIRBY**, ID, 5 ft., 8-9 ins. A bright rich red held well up on good stems. Good cut flower.

Root \$1.00

**JANE COWL.** ID, 5 ft., 8-10 ins. Buff and old gold. Good growth, foliage and stems.

**Root 50c** **Plant .....**

**JANET SOUTHWICK, ID**, 5ft., 8-10 ins. Deep tyrian rose with glistening sheen overall. New color and petal formation.

Root \$1.00 Plant .....

**JERSEY'S BEAUTY**, FD, 5 ft., 6-7 ins. Pink with trace  
of gold. Clean growth, long stems. Keeps very well.  
One of the best florist's dahlias.

**Root 35c** **Plant .....**

**JOSEPHINE G.**, ID, 4½ ft., 7-8 ins. Bright rose pink and gold, tipped yellow and gold. Prolific bloomer holding the flower well above the foliage.

**Root** 50c **Plant** .....

**KATHLEEN NORRIS**, ID, 5 ft., 8-10 ins. Rose pink.  
Blooms facing or up, well above the foliage. Won  
most prizes in the pink ID class for the past few  
years.

**Root** 75c **Plant** .....

**KAY FRANCIS** (Eastman-Cordes). 1935, SC, 5 ft., 9 x 5 ins. A light lemon yellow that keeps its color well. An early and prolific bloomer holding the large Semi-Cactus flowers facing on good stems. Won achievement Medals at New York and Camden, N. J. Honor Roll.

**Root \$5.00** **Fall \$2.50**

Front  $\phi 1.25$

**KENTUCKY RED, ID, 3 ft., 7-10 lbs.** Bright scarlet or orange red. Blooms facing or up on clean growing plant.  
Root \$1.00 Plant

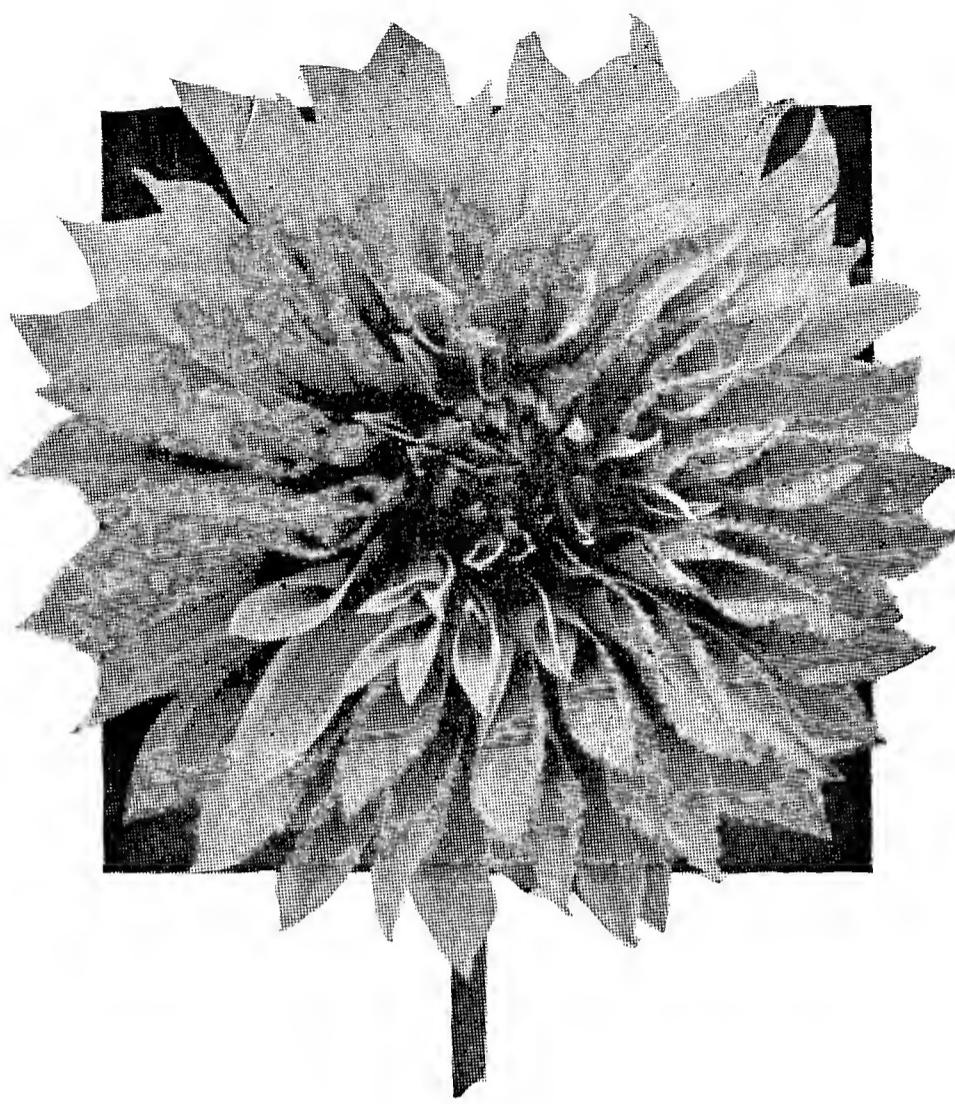
**1990 \$1.00** **1991**

yellow blooms facing or slightly up on one of the best stems. Flowers often 6 to 7 inches deep with long, pointed, twisting petals and good centers. Probably won more firsts for the largest bloom in the show than any dahlia in 1934. Profuse bloomer. One of the most outstanding and sensational dahlias ever introduced.

**1000 \$5.00**      **1 pair \$2.00**

**MAN O'WAR**, 1934, 1D, 5-6 ft., 8-9 ins. Dark oxblood red.  
A fine clean growing plant with flowers facing on good  
stems.

Root \$3.50 Plant \$1.75



**MARY ELLEN**, FD, 5-6 ft., 8-11 ins. Bright lilac rose or lavender rose. A seedling of Mrs. I. de Ver Warner, with all the good points and none of the faults of the parent. Flowers nearly twice the size of Warner. Clean bush growth with blooms facing or slightly up on strong stems.

Root \$1.00

Plant .....

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**MISS ELSIE JANE**, 1934, SC, 5 ft., 6-7 ins. Bright shrimp pink with cream shadings at center and tipped violet rose. One of the most artistically formed dahlias with long wiry stems making it ideal for arrangement. A good keeper whose color is even more beautiful under artificial light.

Root \$3.00

Plant \$1.50

**MONMOUTH CHAMPION**, FD, 5 ft. 8-12 ins. Brilliant orange flame. Prolific bloomer on long stiff stems. Its size and keeping qualities make it one of our best cut flowers.

Root 75c

Plant .....

**MONMOUTH SUNBURST**, 1934, FD, 4½-5 ft., 8-9 ins. Lemon Center with salmon orange background producing a realistic sunburst effect.

Root \$2.50

Plant .....

**MRS. ALFRED B. SEAL**, ID, 5 ft., 8-12 ins. Old or violet rose. Has the size and stems for exhibition table.

Root 50c

Plant .....

**MURPHY'S MASTERPIECE**, ID, 4½ ft., 8-12 ins. Deep dark red shading to garnet. The very large blooms held on stiff stems have won most firsts in the ID red class.

Root ..... Plant \$2.50

**MYRA HOWARD**, ID, 5-6 ft., 8-10 ins. Yellow, gold and tints of salmon. Throughout the deep flower are petaloids enhancing the form and color.

Root \$1.50 Plant 75c

**OMAR KHAYYAM**, FD, 5-6 ft., 8-10 ins. Reddish orange tipped lighter making the large blooms of unusual coloring. Tall clean bush growth.

Root 75c Plant .....

**PALO ALTO**, SC, 5-6 ft., 8-10 ins. Bright pinkish salmon shading to salmon gold at center. Good stems, good keeper.

Root \$2.50 Plant \$1.25

**POT O' GOLD**, ID, 4½ ft., 8-10 ins. A large deep flower of clear yellow having long wavy petals.

Root \$2.00 Plant \$1.00

**PRINCE OF PERSIA**, ID, 6 ft., 8-10 ins. Bright cardinal red. The brightest red we know. Deep flowers held facing on long stems. Do not pinch this one when small but let grow to three or four feet, then pinch out the top and let the laterals develop and you will have wonderful flowers.

Root \$1.00 Plant 50c

**ROBERT EMMETT**, ID, 5 ft., 8-10 ins. Dark cardinal red. Clean bush growth producing the large blooms profusely.

Root \$3.00 Plant \$1.50

**SATAN**, SC, 6 ft., 9-12 ins. Scarlet red with touch of gold at center. Rolled hornlike petals slightly in-curved give flowers an unusually pleasing form. Great show winner.

Root \$2.00 Plant \$1.00

**THE COMMODORE**, ID, 5 ft., 8-10 ins. Bright lemon yellow overlaid with golden sheen. Wide petaled blooms. Occasional low plant.

Root \$1.00 Plant .....

**THE FIREMAN**, 1934, ID, 5 ft., 8-10 ins. Deep cardinal red with golden flushes and golden tips at center of flower. Clean growth.

Root \$2.50 Plant \$1.25

**THOMAS A. EDISON**, FD, 5 ft., 8-10 ins. This royal purple with its staghorn formation of petals and heavy dark foliage stands out in any garden. Full centers at all times.

Root 75c Plant .....

**TREASURE ISLAND**, FD, 5 ft., 8-10 ins. Bright apricot gold and rose. Prolific bloomer on stiff stems. Very little affected by dry weather.

Root 75c Plant .....

**WENOKA** (Hulin) 1935, FD, 5-6 ft., 10 x 5 ins. Rosy mauve or deep magenta, a shade lighter than American Beauty Rose. One of those large, perfect formal decoratives whose habits of growth makes dahlia growing look very easy. Outstanding at the Bronx Botanical Gardens, New York and the A. D. S. trial grounds at East Lansing, Mich., where it scored 88. On trial in five different localities and all report fine performance. Honor Roll.

Root \$10.00

Plant \$5.00

**WHITE WONDER**, ID, 5 ft., 8-10 ins. Pure white. A large deep flower with long pointed petals twisted and curled. On top or well up on strong stem. Good root maker.

Root \$1.50

Plant .....

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## DOLLAR COLLECTIONS OF LARGE DAHLIAS

Any one collection listed below for \$1.00 postpaid. Any three for \$2.75 postpaid. No changes in collections allowed. Correctly labeled. Limit - four collections to each customer.

**No. 10.** One root each, Jerseys Beauty, Betty Colter, The Commodore.

**No. 11.** One root each, Mrs. A. B. Seal, Jane Cowl, Girl of Hillcrest.

**No. 12.** One root each, Jerseys Beacon, Omar Khayyam, Girl of Hillcrest.

**No. 13.** One root each, Jerseys Beauty, Jerseys Beacon, Jane Cowl, The Commodore.

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## MINIATURE DAHLIAS

**FAIRY** (Bond) 1934. Miniature decorative. 3 ft., 2½-3 ins. This dainty little dahlia is best described as a miniature Jersey's Beauty, having the same lovely shade of pink with a slight suffusion of mauve toward the tips of the petals. Perfect decorative blooms with perfect stems are produced in great profusion.

Root \$1.00

Plant 50c

**BLUEBIRD.** Min. FD. 3-3½ ins., 2-2½ ins. deep; 3½ ft. Bluish lavender. The nearest to a blue in the minatures. Good growth and very good keeper.

Root 50c

Plant 50c

## POM POM DAHLIAS

**MORNING MIST.** (Badetty Brs.) 1½ ins-2 ins., 3-4 ft. White with rosy lavender center and petals slightly outlined with lavender. The blooms, which are produced in great profusion, are held correctly on stiff, wiry stems ranging up to 15 inches in length. The dainty coloring and splendid long stems should make this one of the most useful of poms. Certificate of Merit at Storrs 1935.

Root \$1.50

Plant 75c

<b>AMBER QUEEN.</b> Amber. Profuse bloomer.	25c
<b>BOB WHITE.</b> Milk White	25c
<b>DIXIE.</b> Purple red.	25c
<b>ELIZABETH.</b> Amber, edged red.	25c
<b>LITTLE DAVID.</b> Russet Orange.	25c
<b>LITTLE EDITH.</b> Yellow edged bright red.	25c
<b>LITTLE HERMAN.</b> Dark red with traces of white or pink. Best of stems	25c
<b>RED BOY.</b> Very dark red. Nearly black.	25c
<b>YELLOW GEM.</b> Canary yellow. Very profuse bloomer. One of the finest of poms.	25c

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## DOLLAR COLLECTION OF POM POMS

Any five poms from the list below for \$1.00 postpaid. All five of one variety or assorted. Correctly labeled. **AMBER QUEEN, ELIZABETH, LITTLE DAVID, LITTLE EDITH, LITTLE HERMAN, RED BOY, YELLOW GEM.**

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We gladly give further information on any variety listed. Please write or print name and address plainly. Roots will be shipped about April 15th unless otherwise requested.

Plants shipped about April 15th to June 1st.

**SPECIAL NOTICE ON GREEN PLANTS.** On all orders for green plants 25c extra must be sent to cover special delivery charges except where there is no special delivery service, then send 15c to cover special handling charges. We pay all regular postage. We do not guarantee safe arrival of plants unless shipped special handling or special delivery. No C. O. D. orders for plants.

We pay all charges on root orders for \$1.00 or more. For smaller orders please include 15c for postage. Any excess payment will be immediately refunded.

Cash or C. O. D. on receipt of 25% deposit. Stamps accepted to \$3.00. Register all letters containing currency. Check, Post Office or Express Money Orders are safer than currency. Our Post Office address is Mays Landing, RFD. No. 1, and Express Office Mays Landing, N. J.

You are cordially invited to visit our gardens and view the plants in full bloom. It is the ideal way to select your favorites for the coming season. Gladiolus commence blooming about July 1st., and Dahlias about August 25th. We are located on the south side of the Mays Landing-Somers Point Blvd., at Scullville, Atlantic County, N. J. - On the road from the White Horse Pike or Black Horse Pike or Delsea Drive via Mays Landing and Somers Point to Ocean City, or the Longport entrance to Atlantic City. We are eleven miles from Mays Landing, three miles from Somers Point. Fourteen miles from Atlantic City and six miles from Ocean City, N. J.

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## PUBLICATIONS OF INTEREST TO FLOWER LOVERS

Bulletin of the American Dahlia Society. Published Quarterly. Dues \$2.00 per year. Secretary, C. Louis Alling, 251 Court St., West Haven, Conn.

Bulletin of the American Gladiolus Society. Published monthly. Dues \$2.00 per year. Secretary-Treasurer, Roscoe Huff, Goshen, Indiana.

Yearbook of the New England Gladiolus Society. (Handsomely bound book, 1936 edition, 230 pages) Dues \$1.00 per year. Secretary, G. Edgar Folk, Oakdale, Mass.

The Dahlia Bulletin of the Central States Dahlia Society, Dues \$1.00 per year. Secretary, B. B. Melgaard, 2138 N. Nordica Ave., Chicago, Ill.

Mid-West Dahlia News, published quarterly, Subscription \$1.00 per year. D. O. Eldredge, editor, 170 Talmadge St., Madison, Wisconsin.

The American Home Achievement Medal is awarded by courtesy of the American Home Magazine, Garden City, N. Y. Published monthly \$1.00 per year. Honor Roll by Mr. Leonard Barron appears in December issue.

Flower Grower, published monthly, \$2.00 per year. Address, The Flower Grower, 99 N. Broadway, Albany, N. Y. Honor Roll by Derril W. Hart appears in December issue.

House Beautiful, combined with Home and Field, published monthly, \$3.00 per year. House Beautiful, 572 Madison Ave., New York, N. Y. Honor Roll by J. W. Johnston appears in December issue.

Member American Dahlia Society, New Jersey Dahlia Society, Camden, N. J. Dahlia Society, Central States Dahlia Society, American Gladiolus Society, New England Gladiolus Society.

Join one or more Dahlia and Gladiolus Societies and profit by the experiences of others as related in their publications. The above Magazines are also recommended.

# Gladiolus for 1936

Well folks you will notice we spell it Gladiolus. We are a member of the American Gladiolus Society and the New England Gladiolus Society and in keeping with their idea of the spelling of the word, singular or plural being the same, there it is. But, we're admitting Gladioli sounds pretty good to us.

In presenting this small list of Gladiolus we have made no attempt to include the new introductions or high priced novelties, but are offering what we believe to be tested, tried and true varieties which we are using and selling for cut flowers both in the wholesale and retail market.

We have tried to list their shortcomings as grown here and have endeavored to praise only those whose behavior, as they grow for us, warrants.

Our corms are grown in sandy soil and are as free from disease as we can grow them. They are mercury treated before planting and gassed for thrips.

Planting and cultural directions included with each order.

5 corms at the 10 price. If order amounts to \$2.00 or more 1 corm may be taken at the 10 price.

Orders of \$2.00 or more are prepaid. If less than \$2.00 please send 15c to cover the postage.

**AIDA**, 70 days. 5 open. Very deep bluish purple with small reddish lilac blotch. One of the earliest and finest of the larger flowered varieties in this color.

10 Large 60c                    10 Medium 40c

**AFLAME**. 80-85 days. 6-8 open at a time. A bright, rich, deep begonia rose shading to orange flame at edge of petals. Under favorable conditions this giant often grows five to six feet tall and produces flowers five to six and one-half inches across.

10 Large .50c                    10 Medium 30c

**ANNIE LAURIE**. 90-95 days. 4-6 medium sized ruffled blooms open. Delicate pink overlaid light rose pink. Light purplish lines in throat. Good growth, good propagator. One of our best late pinks.

10 Large 50c    10 Medium 30c    10 Small 20c

**AVE MARIA**. 75-80 days. 7-8 large, usually well placed blooms open. The best medium blue with small purplish blotch. Good propagator and very popular.

10 Medium 30c                    10 Small 20c

**BETTY NUTHALL**. 100 days. 6-8 large well placed blooms open. Coral pink shading to salmon or salmon orange with pleasing yellow throat. One of the tallest, strongest, graceful plants grown. The keeping and shipping qualities of the blooms make it one of the best commercial cut flowers.

10 Large 50c    10 Medium 30c    10 Small 20c

**CHARLES DICKENS**. Early. 6-8 open. Purple-violet. Strong plant, good propagator. Best in its color class.

10 Large 50c                    10 Medium 30c

**COMMANDER KOEHL.** 80-85 days. 5 open. Large dark blood red on tall straight spike. Considered one of the best reds in this shade. Makes one of the highest crowned corms grown.

10 Large 65c                    10 Medium 50c

**DR. F. E. BENNETT.** 90-95 days. 6-8 open. Fiery orange scarlet with narrow white lines in throat. One of the best commercial and exhibition reds.

10 Large 50c 10 Medium 30c 10 Small 20c

**GIANT NYMPH.** 80-85 days. 5-8 open. A tall, large, light salmon rose. One of the best light commercial pinks which will produce good flowers under conditions in which many others fail.

10 Large 50c 10 Medium 30c 10 Small 20c

**GOLD EAGLE.** 65-70 days. 4-6 open. A slightly ruffled deep clear yellow. One of the earliest of the better yellows.

10 Large 40c 10 Medium 30c 10 Small 20c

**GOLDEN DREAM.** 90-95 days. 7-10 open. Clear deep yellow with inconspicuous touch of red in throat. Tall strong growth. Cut with at least two flowers open and others will open fine in water.

10 Large 50c 10 Medium 30c 10 Small 20c

**GOLDEN FRILLS.** 66 days. 4-6 open. Heavily ruffled deep yellow with showy flame red feather in throat. Not large or tall but early, dainty and beautiful in floral work. Gracefully curved spikes that are never perfectly straight or crooked to a fault.

10 Large 30c                    10 Medium 20c

**KUNDERD'S YELLOW WONDER.** 75-80 days. 5-6 open. Clear unshaded yellow whose blue purple stamens add greatly to the beauty of the flower. Tall slender spike of pleasing formation. Good propagator.

10 Large 50c 10 Medium 30c 10 Small 20c

**LONGFELLOW.** 80-85 days 4-6 open. True deep pink Medium tall growth. Medium to large flowers that keep very well. Very good here.

10 Large 50c 10 Medium 30c 10 Small 20c

**LORICE.** 80-85 days. 5-7 open. Salmon orange overlaid scarlet. Cream yellow throat. Tall strong grower. Good propagator.

10 Large 40c 10 Medium 25c 10 Small 15c

**MARIE KUNDERD.** 70-75 days. 4-6 open. A ruffled snow white with needle point type of petals. Medium to tall growth with medium to large flowers of pleasing form.

10 Large 50c                    10 Medium 30c

**MARMORA.** 80-85 days. 6-10 open.. Wonderful gray with pale purple blotch. Tall strong growth producing very large, well placed wide open flowers. Good propagator. Consistent winner in the smoky class.

10 Large 50c 10 Medium 30c 10 Small 20c

**MINUET.** 80-85 days. 6-8 open. Clear pinkish lavender. A strong growing plant with heavy leaves, long stiff spike and stem. Very large flowers of good placement. The lavender by which all others are judged. One of the best keepers in existence.

10 Large 50c 10 Medium 30c 10 Small 20c

**MRS. F. C. HORNBERGER.** 100 days. 6-8 open. One of the best late whites. Tall plant, good propagator.

10 Large 50c 10 Medium 30c

**MRS. F. C. PETERS.** 95 days. 6 or more medium large blooms open. A beautiful shade of rose lilac, with crimson blotch bordered white on rear of lower petals. Considered one of the best blooms of its color. Bulbs inclined to scab if too wet.

10 Large 50c 10 Medium 30c 10 Small 20c

**MRS. FRANK PENDLETON.** 80-85 days. 4-6 open. Shell pink with large striking velvety blotch of ox blood red. Sometimes crooks in extreme heat.

10 Large 40c 10 Medium 25c

**MRS. LEON DOUGLAS.** 95-100 days. 6-8 open. Salmon rose striped flame or scarlet. Its height makes staking, as a precaution against winds, advisable.

10 Large 40c 10 Medium 25c

**1910 ROSE.** 70 days. 5-8 open. Deep rose with narrow white pencil in throat. Medium height, medium sized flowers. Early and beautiful.

10 Large 50c 10 Medium 30c

**OLIVE GOODRICH.** 80-85 days. 6-8 open. White tinted light pink shading darker at edges. Pale yellow throat. Tall strong growing commercial.

10 Large 50c 10 Medium 30c 10 Small 20c

**ORANGE QUEEN.** 75-80 days. 5-7 Open. Bright medium orange with red lines in throat making a very beautiful combination. Tall clean growing plant. In demand as a commercial cut flower.

10 Large 50c 10 Medium 30c 10 Small 20c

**OSALIN.** 85-90 days. 6-8 open. Coral pink with soft orange shading. Unusually beautiful wide open blooms of good size on straight stems.

10 Large 50c 10 Medium 30c 10 Small 20c

**OUR SELECTION.** 85 days. 8-10 well placed, medium sized blooms open. Salmon red flaked with deeper shade and usually marked on the outer part of the flower with slate flakings. Lower petals have blotch of cerise bordered with cream. Medium height.

10 Medium 30c 10 Small 20c

**PICARDY.** 90 days. 6-10 open. Soft shrimp pink without flecking. Blotch of light flesh pink shading to shrimp pink at edges. Inconspicuous feathering of begonia rose. Blooms, up to six inches across, well placed on strong tall spike. Good propagator.

10 Large 75c 10 Medium 50c 10 Small 40c

**PRIDE OF WANAKAH.** 90 days. 6 open. Deep tyrian rose. Wonderful under suitable conditions. Tall growth and good stem here.

10 Large 50c

10 Medium 30c

**YVONNE.** 75-80 days. 6-8 very large wide open blooms. Blush white or pale pink with soft cerise spot in throat. Tall strong growing plant. Fast propagator.

10 Large 50c 10 Medium 30c 10 Small 20c

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## GLADIOLUS COLLECTIONS

All corms correctly labeled.

**NO. 1 COLLECTION.** Early to mid-season.

10 corms each, 50 corms. Gold Eagle, Golden Frills, Giant Nymph, Lorice, Pride of Wanakah.

Large \$2.00 postpaid      Medium \$1.15 postpaid

**NO. 2 COLLECTION.** Early, mid-season to late.

10 corms each, 100 corms. Annie Laurie, Betty Nuthall, Giant Nymph, Gold Eagle, Golden Frills, Aflame, Pride of Wanakah, Kunderd's Yellow Wonder, Golden Dream, Lorice.

Large \$3.75 postpaid.      Medium \$2.25 postpaid.

**NO. 3 COLLECTION.** Early, mid-season to late.

5 corms each variety in No. 2 Collection, 50 corms.

Large \$2.00 postpaid.      Medium \$1.15 postpaid.

**NO. 4 COLLECTION.** Mid-season to late.

10 corms each variety, 50 corms. Betty Nuthall, Giant Nymph, Kunderd's Yellow Wonder, Orange Queen and Aflame.

Large \$2.25 postpaid.      Medium \$1.25 postpaid.

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## DOLLAR COLLECTIONS OF GLADIOLUS

Each collection, correctly labeled, \$1.00 postpaid.

**NO. 5** Early to mid-season. 10 medium sized corms of each variety, 50 corms. Golden Frills, Gold Eagle, Giant Nymph, Lorice, Kunderd's Yellow Wonder.

**NO. 6** Mid-season to late. 10 medium corms of each variety, 50 corms. Kunderd's Yellow Wonder, Lorice, Annie Laurie, Golden Dream, Pride of Wanakah.

**NO. 7.** Early, mid-season, late. 10 medium corms each variety, 50 corms. Golden Frills, Lorice, Osalin, Kunderd's Yellow Wonder, Betty Nuthall.

## NOT PREPAID LIST

For those who wish to grow a larger quantity for cut blooms, the Gladiolus listed below are not prepaid. You pay express charges. Please give Express Office address as well as Post Office address when ordering from this list. Large corms correctly labeled.

	COLOR		BLOOMS
<b>BETTY NUTHALL.</b>	Salmon Orange .....		Late
25	50	75	100
\$1.15	\$2.25	\$3.30	\$4.00
<b>DR. F. E. BENNETT.</b>	Fiery Red. ....		Mid-season
25	50	75	100
\$1.15	\$2.25	\$3.30	\$4.00
<b>GOLDEN DREAM.</b>	Deep Yellow .....		Late
25	50	75	100
\$1.15	\$2.15	\$3.00	\$3.50
<b>GOLDEN FRILLS.</b>	..Deep Yellow, Red Feather .....		Early
25	50	75	100
\$ .65	\$1.25	\$1.90	\$2.25
<b>GOLD EAGLE.</b>	Clear Yellow .....		Early
25	50	75	100
\$1.15	\$2.15	\$3.00	\$3.50
<b>K'S. YEL. WONDER.</b>	Clear Medium Yellow	E.	Mid-sea.
25	50	75	100
\$1.15	\$2.15	\$3.00	\$3.50
<b>OLIVE GOODRICH.</b>	White, pink edge. ....		Mid-season
25	50	75	100
\$1.15	\$2.15	\$3.00	\$3.50
<b>ORANGE QUEEN.</b>	Orange, Penciled Red	E.	Mid-season
25	50	75	100
\$1.15	\$2.15	\$3.00	\$3.50
<b>OSALIN.</b>	Coral, Orange Pink .....		Mid-season
25	50	75	100
\$1.15	\$2.15	\$3.00	\$3.50
<b>LORICE.</b>	Orange Scarlet Red .....		Early Mid-season
25	50	75	100
\$ .90	\$1.70	\$2.50	\$3.00

